

AMENDMENTS TO THE CLAIMS

Listing of Claims:

1-76 (Canceled).

77. (Currently amended) A non-transitory computer readable storage medium that stores instructions executable by a processor to:

present an offer for an item comprising a product or service, wherein the offer includes a single discounted price for the item, and wherein the offer is contingent on a minimum quantity of orders for the item being received prior to a specified time;

aggregate orders for the item from a set of buyers, wherein the set includes five or more buyers;

determine whether the minimum quantity of orders for the item is satisfied; and

identify an extra incentive for a qualified buyer included in the set of buyers, wherein the extra incentive is contingent on the minimum quantity of orders for the item being received prior to the specified time.

78. (Previously presented) The non-transitory computer readable storage medium of claim 77, further comprising instructions executable to verify whether funds available to a buyer from the set of buyers are adequate to meet an associated order for the item.

79. (Previously presented) The non-transitory computer readable storage medium of claim 78, wherein the buyer is a logged-in, registered accountholder, and the verification is associated with a system account for the buyer based upon information received in connection with an associated order for the item.

80. (Previously presented) The non-transitory computer readable storage medium of claim 78, wherein the buyer is a logged-in, registered accountholder, and the verification is associated with a system line of credit for the buyer based upon stored information that relates to the buyer or based upon information received in connection with an associated order for the item.

81. (Previously presented) The non-transitory computer readable storage medium of claim 78, wherein the buyer is a logged-in, registered accountholder, and the verification is associated with a third party account for the buyer based upon stored information that relates to the buyer or based upon information received in connection with an associated order for the item.

82. (Previously presented) The non-transitory computer readable storage medium of claim 78, wherein the buyer is a logged-in, registered accountholder, and the verification is associated with a third party line of credit for the buyer based upon stored information that relates to the buyer or based upon information received in connection with an associated order for the item.

83. (Previously presented) The non-transitory computer readable storage medium of claim 78, wherein the buyer is an unregistered buyer or not logged-in, and the verification is associated with a third party account for the buyer based upon information received in connection with an associated order for the item.

84. (Previously presented) The non-transitory computer readable storage medium of claim 78, wherein the buyer is an unregistered buyer or not logged-in, and the verification is associated with a third party line of credit for the buyer based upon information received in connection with an associated order for the item.

85. (Previously presented) The non-transitory computer readable storage medium of claim 77, wherein at least one of the orders is a contractual obligation for an associated buyer to purchase the item when the minimum quantity of orders for the item is satisfied within the specified time.

86. (Previously presented) The non-transitory computer readable storage medium of claim 77, wherein at least one of the orders is a non-binding order in which an associated buyer is not contractually obligated to purchase the item.

87. (Previously presented) The non-transitory computer readable storage medium of claim 86, wherein the non-binding order is associated with a buyer for whom available funds were not verified.

88. (Previously presented) The non-transitory computer readable storage medium of claim 86, wherein the non-binding order is associated with a buyer for whom available funds were insufficient.

89. (Previously presented) The non-transitory computer readable storage medium of claim 86, wherein the non-binding order is excluded from a count of orders employed to satisfy the minimum quantity of orders for the item.

90. (Previously presented) The non-transitory computer readable storage medium of claim 77, further comprising instructions executable by a processor to manage terms and conditions associated with the offer.

91. (Currently amended) The non-transitory computer readable storage medium of claim 90, further comprising instructions executable by a processor to present multiple sets of terms of terms and conditions in connection with the offer.

92. (Previously presented) The non-transitory computer readable storage medium of claim 91, wherein the multiple sets of terms and conditions includes a set of terms and conditions between a system provider and a buyer included in the set of buyers.

93. (Previously presented) The non-transitory computer readable storage medium of claim 91, wherein the multiple sets of terms and conditions includes a set of terms and conditions between a system provider and a merchant associated with the item.

94. (Previously presented) The non-transitory computer readable storage medium of claim 91, wherein the multiple sets of terms and conditions includes a set of terms and conditions between a system provider and a third party associated with the item.

95. (Previously presented) The non-transitory computer readable storage medium of claim 91, wherein the multiple sets of terms and conditions includes a set of terms and conditions between a merchant associated with the offer and a buyer included in the set of buyers.

96. (Previously presented) The non-transitory computer readable storage medium of claim 91, wherein the multiple sets of terms and conditions includes a set of terms and conditions between a merchant associated with the offer and a third party associated with the offer.

97. (Previously presented) The non-transitory computer readable storage medium of claim 91, wherein the multiple sets of terms and conditions includes a set of terms and conditions between a buyer included in the set of buyers and a third party associated with the offer.

98. (Previously presented) The non-transitory computer readable storage medium of claim 91, wherein the multiple sets of terms and conditions includes a set of terms and conditions defined by or on behalf of a system provider.

99. (Previously presented) The non-transitory computer readable storage medium of claim 91, wherein the multiple sets of terms and conditions includes a set of terms and conditions defined by or on behalf of a merchant associated with the item.

100. (Previously presented) The non-transitory computer readable storage medium of claim 91, wherein the multiple sets of terms and conditions includes a set of terms and conditions defined by or on behalf of a third party associated with the offer.

101. (Previously presented) The non-transitory computer readable storage medium of claim 91, further comprising instructions executable by a processor to present a first set of terms and conditions in connection with a first buyer included in the set of buyers, and a second set of terms and conditions in connection with a second buyer included in the set of buyers.

102. (Previously presented) The non-transitory computer readable storage medium of claim 77, further comprising instructions executable by a processor to provide multiple options for the item associated with the offer.

103. (Previously presented) The non-transitory computer readable storage medium of claim 102, further comprising instructions executable by a processor to aggregate orders for different options to meet the minimum quantity of orders for the item.

104. (Previously presented) The non-transitory computer readable storage medium of claim 102, further comprising instructions executable by a processor to maintain a first minimum quantity associated with a first option and a second minimum quantity associated with a second option.

105. (Previously presented) The non-transitory computer readable storage medium of claim 77, further comprising instructions executable by a processor to create invoices associated with a transaction fee or recurring fee charged by a system provider.

106. (Previously presented) The non-transitory computer readable storage medium of claim 77, further comprising instructions executable by a processor to provide a single-order option for the item at a non-aggregated, single-order price.

107. (Previously presented) The non-transitory computer readable storage medium of claim 106, wherein purchase of the item is not contingent on the minimum quantity of orders being received.

108. (Previously presented) The non-transitory computer readable storage medium of claim 106, wherein purchase of the item is at a single-order price that differs from the discounted price.

109. (Previously presented) The non-transitory computer readable storage medium of claim 108, wherein the item is immediately available at the single-order price.

110. (Previously presented) The non-transitory computer readable storage medium of claim 77, further comprising instructions executable by a processor to automatically submit the offer.

111. (Previously presented) The non-transitory computer readable storage medium of claim 110, further comprising instructions executable by a processor to present the offer based upon a time schedule.

112. (Previously presented) The non-transitory computer readable storage medium of claim 110, wherein further comprising instructions executable by a processor to present the offer based upon an analysis of inventory or available capacity.

113. (Previously presented) The non-transitory computer readable storage medium of claim 110, further comprising instructions executable by a processor to present the offer based upon an analysis of orders associated with the offer or the minimum quantity of orders.

114. (Previously presented) The non-transitory computer readable storage medium of claim 77, further comprising instructions executable by a processor to determine a rating associated with a buyer included in the set of buyers.

115. (Previously presented) The non-transitory computer readable storage medium of claim 77, further comprising instructions executable by a processor to determine a rating related to a merchant associated with the offer.

116. (Previously presented) The non-transitory computer readable storage medium of claim 77, further comprising instructions executable by a processor to determine a rating related to a third party associated with the offer.

117. (Previously presented) The non-transitory computer readable storage medium of claim 77, further comprising instructions executable by a processor to determine a rating related to a system provider associated with the offer.

118. (Previously presented) The non-transitory computer readable storage medium of claim 77, further comprising instructions executable by a processor to maintain feedback associated with a buyer included in the set of buyers.

119. (Previously presented) The non-transitory computer readable storage medium of claim 77, further comprising instructions executable by a processor to maintain feedback associated with a merchant associated with the offer.

120. (Previously presented) The non-transitory computer readable storage medium of claim 77, further comprising instructions executable by a processor to maintain feedback associated with a third party associated with the offer.

121. (Previously presented) The non-transitory computer readable storage medium of claim 77, further comprising instructions executable by a processor to maintain feedback associated with a system provider associated with the offer.

122. (Previously presented) The non-transitory computer readable storage medium of claim 77, wherein the extra incentive is an additional price reduction applied to the single discounted price for the item.

123. (Previously presented) The non-transitory computer readable storage medium of claim 77, wherein the extra incentive is a credit applied to the single discounted price for the item.

124. (Previously presented) The non-transitory computer readable storage medium of claim 77, wherein the extra incentive is an upgraded option associated with the item.

125. (Previously presented) The non-transitory computer readable storage medium of claim 77, wherein the extra incentive is a credit associated with a different item.

126. (Previously presented) The non-transitory computer readable storage medium of claim 77, wherein the extra incentive is a discount associated with a different item.

127. (Previously presented) The non-transitory computer readable storage medium of claim 77, wherein the extra incentive is a voucher associated with a different item.

128. (Previously presented) The non-transitory computer readable storage medium of claim 77, wherein the extra incentive is a discount code provided to a buyer included in the set of buyers by the system provider.

129. (Previously presented) The non-transitory computer readable storage medium of claim 77, wherein the extra incentive is provided to a buyer based at least in part on online activity of the buyer.

130. (Previously presented) The non-transitory computer readable storage medium of claim 77, wherein the extra incentive is available for use for a limited time.

131. (Previously presented) The non-transitory computer readable storage medium of claim 77, further comprising instructions executable by a processor to apply the extra incentive to the offer.

132. (Currently amended) The non-transitory computer readable storage medium of claim 77, further comprising instructions executable by a processor to apply the extra incentive ~~[[toa]]~~ to a distinct offer that differs from the offer.

133. (Currently amended) A non-transitory computer readable storage medium that stores instructions executable by a processor to:

present to a site accessible via a computer network an offer for a product or service, wherein the offer includes a single discounted price for the product or service that is available only when a minimum volume of orders for the product or service are received before a specified time, and wherein the offer may be canceled before the specified time;

analyze orders for the product or service from a set of buyers, wherein the set of buyers includes at least five buyers; ~~[[and]]~~

determine whether the minimum volume of orders for the product or service is met; and identify an additional incentive for an eligible buyer included in the set of buyers, wherein the additional incentive is made available when the minimum volume of orders for the product or service are received before the specified time.

134. (Previously presented) The non-transitory computer readable storage medium of claim 133, further comprising instructions executable by a processor to verify whether funds available to a buyer included in the set of buyers is adequate to meet an associated order for the product or service.

135. (Previously presented) The non-transitory computer readable storage medium of claim 134, wherein the buyer is a logged-in, registered accountholder and funds associated with the buyer are verified based upon stored information that relates to an account of the buyer.

136. (Previously presented) The non-transitory computer readable storage medium of claim 134, wherein the buyer is a logged-in, registered accountholder and funds associated with the buyer are verified based upon information received in connection with an associated order for the product or service.

137. (Previously presented) The non-transitory computer readable storage medium of claim 134, wherein the buyer is not logged-in and funds associated with the buyer are verified based upon information received in connection with an associated order for the product or service.

138. (Previously presented) The non-transitory computer readable storage medium of claim 134, wherein the buyer is an unregistered buyer and funds associated with the buyer are verified based upon information received in connection with an associated order for the product or service.

139. (Previously presented) The non-transitory computer readable storage medium of claim 134, wherein at least one of the orders analyzed is a contractual obligation for an associated buyer to purchase the product or service if the minimum volume of orders for the product or service is met within the specified time.

140. (Previously presented) The non-transitory computer readable storage medium of claim 134, wherein at least one of the orders analyzed is a non-binding order in which an associated buyer is not contractually obligated to purchase the product or service.

141. (Previously presented) The non-transitory computer readable storage medium of claim 140, wherein the non-binding order is associated with a buyer for whom available funds were not verified or available funds were insufficient.

142. (Previously presented) The non-transitory computer readable storage medium of claim 140, further comprising instructions executable by a processor to exclude the non-binding order from a count of orders employed to satisfy the minimum volume of orders for the product or service.

143. (Previously presented) The non-transitory computer readable storage medium of claim 134, further comprising further comprising instructions executable by a processor to manage terms and conditions associated with the offer.

144. (Previously presented) The non-transitory computer readable storage medium of claim 143, wherein further comprising instructions executable by a processor to provide multiple sets of terms of terms and conditions in connection with the offer.

145. (Previously presented) The non-transitory computer readable storage medium of claim 144, wherein the multiple sets of terms and conditions includes a set of terms and conditions between a system provider and a buyer from the set of buyers.

146. (Previously presented) The non-transitory computer readable storage medium of claim 144, wherein the multiple sets of terms and conditions includes a set of terms and conditions between a system provider and a merchant associated with the offer.

147. (Previously presented) The non-transitory computer readable storage medium of claim 144, wherein the multiple sets of terms and conditions includes a set of terms and conditions between a system provider and a sponsor associated with the offer.

148. (Previously presented) The non-transitory computer readable storage medium of claim 144, wherein the multiple sets of terms and conditions includes a set of terms and

conditions between a merchant associated with the offer and a buyer from the set of buyers.

149. (Previously presented) The non-transitory computer readable storage medium of claim 144, wherein the multiple sets of terms and conditions includes a set of terms and conditions between a merchant associated with the offer and a sponsor associated with the offer.

150. (Previously presented) The non-transitory computer readable storage medium of claim 144, wherein the multiple sets of terms and conditions includes a set of terms and conditions between a buyer from the set of buyers and a sponsor associated with the offer.

151. (Previously presented) The non-transitory computer readable storage medium of claim 144, wherein the multiple sets of terms and conditions includes a set of terms and conditions defined by or on behalf of a system provider.

152. (Previously presented) The non-transitory computer readable storage medium of claim 144, wherein the multiple sets of terms and conditions includes a set of terms and conditions defined by or on behalf of a merchant associated with the offer.

153. (Previously presented) The non-transitory computer readable storage medium of claim 144, wherein the multiple sets of terms and conditions includes a set of terms and conditions defined by or on behalf of a sponsor associated with the offer.

154. (Previously presented) The non-transitory computer readable storage medium of claim 144, wherein the multiple sets of terms and conditions includes a set of terms and conditions defined by or on behalf of the buyer.

155. (Previously presented) The non-transitory computer readable storage medium of claim 144, further comprising instructions executable by a processor to provide a first set

of terms and conditions in connection with a first buyer from the set of buyers, and a second set of terms and conditions in connection with a second buyer from the set of buyers.

156. (Previously presented) The non-transitory computer readable storage medium of claim 133, further comprising instructions executable by a processor to provide multiple options for the product or service associated with the offer.

157. (Previously presented) The non-transitory computer readable storage medium of claim 156, further comprising instructions executable by a processor to aggregate orders for different options to the minimum volume of orders for the product or service.

158. (Previously presented) The non-transitory computer readable storage medium of claim 156, further comprising instructions executable by a processor to maintain a first minimum volume associated with a first option and a second minimum volume associated with a second option.

159. (Previously presented) The non-transitory computer readable storage medium of claim 133, further comprising instructions executable by a processor to create invoices associated with a transaction fee or recurring fee charged by a system provider.

160. (Previously presented) The non-transitory computer readable storage medium of claim 133, further comprising instructions executable by a processor to provide a single-order option for the product or service at a single-order price.

161. (Previously presented) The non-transitory computer readable storage medium of claim 160, wherein purchase of the product or service at the single-order price is independent of the minimum volume of orders.

162. (Previously presented) The non-transitory computer readable storage medium of claim 133, further comprising instructions executable by a processor to automatically present the offer.

163. (Previously presented) The non-transitory computer readable storage medium of claim 162, further comprising instructions executable by a processor to present the offer based upon a time schedule.

164. (Previously presented) The non-transitory computer readable storage medium of claim 162, further comprising instructions executable by a processor to present the offer based upon an analysis of inventory.

165. (Previously presented) The non-transitory computer readable storage medium of claim 162, further comprising instructions executable by a processor to present the offer based upon an analysis of available capacity.

166. (Previously presented) The non-transitory computer readable storage medium of claim 162, further comprising instructions executable by a processor to present the offer based upon an analysis of orders associated with the offer.

167. (Previously presented) The non-transitory computer readable storage medium of claim 162, further comprising instructions executable by a processor to present the offer based upon an analysis the minimum volume of orders.

168. (Previously presented) The non-transitory computer readable storage medium of claim 133, further comprising instructions executable by a processor to determine a rating associated with a buyer from the set of buyers, a merchant associated with the product or service or offer, a sponsor or third party associated with the product or service or offer, or a system provider associated with the product or service or offer.

169. (Previously presented) The non-transitory computer readable storage medium of claim 133, further comprising instructions executable by a processor to determine a rating associated with a merchant associated with the offer.

170. (Previously presented) The non-transitory computer readable storage medium of claim 133, further comprising instructions executable by a processor to determine a rating associated with a sponsor associated with the offer.

171. (Previously presented) The non-transitory computer readable storage medium of claim 133, further comprising instructions executable by a processor to determine a rating associated with a system provider associated with the offer.

172. (Previously presented) The non-transitory computer readable storage medium of claim 133, further comprising instructions executable by a processor to maintain feedback associated with a buyer from the set of buyers, a merchant associated with the product or service or offer, a sponsor or third party associated with the product or service or offer, or a system provider associated with the product or service or offer.

173. (Previously presented) The non-transitory computer readable storage medium of claim 133, further comprising instructions executable by a processor to maintain feedback associated with a merchant associated with the offer.

174. (Previously presented) The non-transitory computer readable storage medium of claim 133, further comprising instructions executable by a processor to maintain feedback associated with a sponsor associated with the offer, or a system provider associated with the product or service or offer.

175. (Previously presented) The non-transitory computer readable storage medium of claim 133, further comprising instructions executable by a processor to maintain feedback associated with a system provider associated with the offer.

176. (Previously presented) The non-transitory computer readable storage medium of claim 133, wherein the additional incentive is a further price reduction applied to the single discounted price for the product or service.

177. (Previously presented) The non-transitory computer readable storage medium of claim 133, wherein the additional incentive is a credit applied to the single discounted price for the product or service.

178. (Previously presented) The non-transitory computer readable storage medium of claim 133, wherein the additional incentive is an upgrade associated with the product or service.

179. (Previously presented) The non-transitory computer readable storage medium of claim 133, wherein the additional incentive is an accessory associated with the product or service.

180. (Previously presented) The non-transitory computer readable storage medium of claim 133, wherein the additional incentive is an upgraded option associated with the product or service.

181. (Previously presented) The non-transitory computer readable storage medium of claim 133, wherein the additional incentive is a credit associated with a different product or service.

182. (Previously presented) The non-transitory computer readable storage medium of claim 133, wherein the additional incentive is a discount associated with a different product or service.

183. (Previously presented) The non-transitory computer readable storage medium of claim 133, wherein the additional incentive is a voucher associated with a different product or service.

184. (Previously presented) The non-transitory computer readable storage medium of claim 133, further comprising instructions executable by a processor to apply the additional incentive to an order for an associated product or service.

185. (Currently amended) A method, comprising:
presenting an online offer for an item characterized as a product or service via a web site;
including in the online offer a discounted price for the item;
structuring the online offer to be contingent upon receiving a minimum quantity of orders prior to a predetermined time;
aggregating orders for the item from a set of buyers including at least five buyers;
employing a processor for determining if the minimum quantity of orders is met; [[and]]
providing an extra incentive to an eligible buyer included in the set of buyers; and
structuring the extra incentive to be contingent upon receiving the minimum quantity of orders prior to the predetermined time.

186. (Previously presented) The method of claim 185, further comprising verifying if funds available to a buyer who places an order for the item are adequate.

187. (Previously presented) The method of claim 186, further comprising designating the order as a binding order if the funds available to the buyer are adequate, wherein the binding order is characterized by a contractual obligation for the buyer to purchase the item if the minimum quantity of orders for the item is satisfied with the predetermined time.

188. (Previously presented) The method of claim 186, further comprising designating the order as a non-binding order if the funds available to the buyer are inadequate to cover the order.

189. (Previously presented) The method of claim 188, further comprising excluding the non-binding order from a count of orders employed to satisfy the minimum quantity of orders.

190. (Previously presented) The method of claim 185, further comprising structuring the online offer for presenting multiple option packages associated with the item.

191. (Previously presented) The method of claim 190, further comprising aggregating orders for the multiple option packages collectively.

192. (Previously presented) The method of claim 190, further comprising aggregating orders for the multiple option packages independently.

193. (Previously presented) The method of claim 190, further comprising providing the extra incentive to an eligible buyer based at least in part on online behavior of the eligible buyer.